

## CREDITS & EFFIE INDEX INFORMATION

*NOTE: All information must be submitted in both English & Russian.*

You are required to credit all of the main strategic partners on your effort, both company and individual. Credits submitted during the time of entry will be used by Effie Worldwide and Effie Awards Russia to honor finalist and winning work — credits will appear in the Effie Case Study Database, Effie Awards information materials, and will be used to tabulate Effie Effectiveness Index rankings.

NOTE: It is Effie's policy to honor those credited at time of entry if the case is a finalist or winner. Therefore, credits cannot be removed or replaced after the entry is submitted. It is the entrant's responsibility to ensure all credits are submitted correctly. Before submitting, review these credits with senior leadership.

### COMPANY CREDITS

The listed Agency Name is how your company will be recognized for publicity purposes if your case is a finalist or winner. The Agency name, City, and State fields will be used to tally Effie Index Agency Office rankings. All entries within an agency office location should be submitted precisely the same way to ensure accuracy and consistency. Your agency network and holding company will receive points in the Agency Network and Agency Holding Company rankings. You are not allowed to indicate any of your personal contact details in the entry and are limited to providing only professional contacts.

It is critical that all companies are credited properly — whether primary or contributing. We strongly advise that entrants communicate with their other agency offices, corporate office, and PR department to ensure all agency names are entered correctly. Entrants should confirm the proper listing of the agency information for contributing agencies as well.

For each company you credit, you must answer all fields.

### REMOVING CREDITS

Once the entry is submitted, credits — both company and individual — may not be removed. No exceptions.

### CREDIT CHANGES

Both company and individual credits must be thoroughly reviewed at time of entry. Credits cannot be removed or replaced. The client and primary agency(ies) are considered final at time of entry and cannot be removed or added after the entry is finalized and accepted by Effie Russia.

### CLIENT 1 (REQUIRED)

All information must be submitted in both English & Russian

|                            |  |
|----------------------------|--|
| Client Company Name:       |  |
| Address:                   |  |
| City:                      |  |
| State/province:            |  |
| Postal Code:               |  |
| Country:                   |  |
| Client Network:            |  |
| Website:                   |  |
| Main Contact — First Name: |  |
| Main Contact — Last Name:  |  |
| Main Contact — Position:   |  |
| Main Contact — Phone:      |  |
| Main Contact — Email:      |  |

### CLIENT 2 (OPTIONAL)

All information must be submitted in both English & Russian

|                            |  |
|----------------------------|--|
| Client Company Name:       |  |
| Address:                   |  |
| City:                      |  |
| State/province:            |  |
| Postal Code:               |  |
| Country:                   |  |
| Client Network:            |  |
| Website:                   |  |
| Main Contact — First Name: |  |
| Main Contact — Last Name:  |  |
| Main Contact — Position:   |  |
| Main Contact — Phone:      |  |
| Main Contact — Email:      |  |

**PRIMARY AGENCY 1 (REQUIRED)**

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |

**PRIMARY AGENCY 2 (OPTIONAL)**

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |

### CONTRIBUTING AGENCY 1 (OPTIONAL)

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |

### CONTRIBUTING AGENCY 2 (OPTIONAL)

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |

### CONTRIBUTING AGENCY 3 (OPTIONAL)

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |

### CONTRIBUTING AGENCY 4 (OPTIONAL)

*All information must be submitted in both English & Russian*

|   |  |
|---|--|
| Agency Name:                                  |  |
| Address:                                      |  |
| City:   |  |
| State/province:                               |  |
| Postal Code:                                  |  |
| Country:                                      |  |
| Agency Network:                               |  |
| Agency Holding Company:                       |  |
| Website:                                      |  |
| Main Contact — First Name:                    |  |
| Main Contact — Last Name:                     |  |
| Main Contact — Position:                      |  |
| Main Contact — Phone:                         |  |
| Main Contact — Email:                         |  |
| Agency Public Relations Contact — First Name: |  |
| Agency Public Relations Contact — Last Name:  |  |
| Agency Public Relations Contact — Position:   |  |
| Agency Public Relations Contact — Phone:      |  |
| Agency Public Relations Contact — Email:      |  |



## INDIVIDUAL CREDITS

*All information must be submitted in both English & Russian*

You may only credit one individual per line. Due to space restrictions, you may not credit more than ten individuals — no exceptions. Do not list companies in the individual credits section; companies listed here will not be credited. All credited individuals listed here must be team members (current or former) of one of the credited companies listed above.

Be sure you credit both client and agency team members. We recommend using all spaces provided. Credits will not be removed after time of entry. Please confirm spelling and titles with all individuals before submitting the case.

|    | First Name | Last Name | Position | Email | Company | Facebook Profile (link): |
|----|------------|-----------|----------|-------|---------|--------------------------|
| 1  |            |           |          |       |         |                          |
| 2  |            |           |          |       |         |                          |
| 3  |            |           |          |       |         |                          |
| 4  |            |           |          |       |         |                          |
| 5  |            |           |          |       |         |                          |
| 6  |            |           |          |       |         |                          |
| 7  |            |           |          |       |         |                          |
| 8  |            |           |          |       |         |                          |
| 9  |            |           |          |       |         |                          |
| 10 |            |           |          |       |         |                          |

## CASE SUMMARIES

All information must be submitted in both English & Russian

### 100 Words Public Case Summary

Provide a snapshot of the effectiveness of your case. The case summary may be published in the Effie Awards Winners Journal and Effie Case Study Database. It may also be used for promotional purposes.

The summary should be written as though it will be judged. Using at least three complete sentences summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete numbers or percentages vs. general terms like «record sales» or «big success»). Think of the case summary as a long tweet, mini-case, or an elevator speech.

Examples of well-written summaries:

[http://www.effie.org/case\\_studies/case/2243](http://www.effie.org/case_studies/case/2243)

[http://www.effie.org/case\\_studies/case/2184](http://www.effie.org/case_studies/case/2184)

100 Words Public Case Summary:

### 15 words Statement of Effectiveness

Please provide a 15 words (maximum) statement on the effectiveness of your case. If your case is a winner, it might be shown on screen at the awards gala. It might also be used in the promotion of your case if it is a finalist or winner.

The intention of this statement is to provide a better understanding of why your work was worthy of either finalist status or an award. It is an opportunity to highlight the success of your effort. You may choose to touch on your most important result, why the effort was effective or significant to the brand, the most important learning taken away from this case, or an interesting/fun fact about the work.

Examples:

- Moved familiarity from 24% to 62% with the core gaming audience
- Earned over 600 million media impressions in just 8 weeks
- Brought new users into a declining category and increased social interactions.

15 words Statement of Effectiveness: